

Message Text

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PAGE 01 STATE 225368

70

ORIGIN COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-06 PCH-01 RSC-01 /031 R

66616

DRAFTED BY COM/PVERSARIU

APPROVED BY EB/OCA/REP:LKLIEFORTH

RSTECHSCHULTE:BEWT:COMM

SLOTARSKI:BEWT:COMM

JELLIS:BEWT:COMM

JTREICHEL

DGRIMM:BIC

EUR:EE:DMILLER

EB/ITP/EWT:MLORIMER (INFO)

----- 109533

R 112250Z OCT 74

FM SECSTATE WASHDC

TO AMEMBASSY LONDON

AMEMBASSY ROME

AMEMBASSY WARSAW

AMEMBASSY PRAGUE

AMEMBASSY BUDAPEST

USMISSION BERLIN

AMEMBASSY TEL AVIV BY POUCH

UNCLAS STATE 225368

E.O. 11652: /A

TAGS: BEXP, XG, XH, IS

SUBJECT; VISIT OF U. S. COMPANY REPRESENTATIVE

1. PHYSIO-CONTROL CORP. (11811 WILLOWS ROAD, REDMOND, WASHINGTON 98052) IS A LEADING U.S. MANUFACTURER OF BIO-MEDICAL EQUIPMENT, SUCH AS DEFIBRILLATORS, CARDIOLOGICAL AND DIALYSIS EQUIPMENT. DONALD MILLIGAN, INTERNATIONAL SALES MANAGER, WILL VISIT SEVERAL COUNTRIES TO OBTAIN MARKETING INFORMATION AND TO IDENTIFY POSSIBLE AREA REPRESENTATIVES FOR PHYSIO-CONTROL EQUIPMENT. THE TRAVEL ITINERARY INCLUDES THE FOLLOWING STOPS: LONDON (OCT. 18-20), WEST BERLIN (OCT. 20-22), WARSAW (OCT. 22-24), PRAGUE (OCT. 24-29),

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BUDAPEST (OCT. 29-31), ROME (OCT. 31-NOV. 1), TEL-AVIV

(NOV. 1-8), LONDON (NOV. 8-9).

2. ASSISTANCE IS REQUESTED BY THE COMPANY IN IDENTIFYING SUITABLE EUROPEAN BIO-MEDICAL OR ELECTRO-MEDICAL AGENTS THAT REPRESENT U.S. OR WESTERN MANUFACTURERS LOCALLY AND/OR IN THE EASTERN BLOC COUNTRIES. SPECIFICALLY, THESE REPRESENTATIVES SHOULD PRIMARILY DEAL IN THE CARDIOLOGICAL AND DYALYSIS AREAS. IN THIS REGARD MILLIGAN HAS WRITTEN ON OCT. 2 TO INTERMED EXPORT-IMPORT (SCHICKLERSTR. 5/7, P.O. BOX 17, DDR-102 BERLIN) TO ARRANGE FOR AN APPOINTMENT. FOR MARKETING PURPOSES MILLIGAN HAS REQUESTED APPOINTMENTS BY LETTER FROM CHIRANA (P.O. BOX 22/B, PIESTANY, PRAGUE) AND VARIMEX (P.O. BOX 263/264, WILEZA 50/52, WARSAW).

3. MILLIGAN WILL CONTACT THE EMBASSIES ON HIS ARRIVAL FOR DISCUSSION ON MARKETING POTENTIAL FOR PHYSIO-CONTROL EQUIPMENT AND SELECTION OF SUITABLE AREA REPRESENTATIVES.
INGERSOLL

NOTE BY OC/T: POUCHED AMEMBASSY TEL AVIV.

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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EO Systematic Review
30 JUN 2005

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Review Release Date: n/a
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Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: VISIT OF U. S. COMPANY REPRESENTATIVE
TAGS: BEXP, XG, XH, IS
To: LONDON MULTIPLE
Type: TE
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